

**PROCEEDINGS OF THE BROWN COUNTY
EDUCATION AND RECREATION COMMITTEE**

Pursuant to Section 19.84 Wis. Stats., a regular meeting of the Brown County Education and Recreation Committee was held on Thursday, June 28, 2018 in the Dance Hall at Pamperin Park, 2801 County RK, Green Bay, Wisconsin.

Present: Chair Van Dyck, Supervisor Lefebvre, Supervisor Landwehr, Supervisor Ballard, Supervisor Suennen
Also Present: Zoo and Park Director Neil Anderson, Assistant Park Director Matt Kriese, Museum Director Beth Lemke, Museum Deputy Director Kevin Cullen, Deputy Executive Jeff Flynt, Golf Course Superintendent Scott Anthes, Supervisor Tran

I. Call to Order.

The meeting was called to order by Chair Van Dyck at 5:33 pm.

II. Approve/Modify Agenda.

Motion made by Supervisor Ballard, seconded by Supervisor Landwehr to approve. Vote taken. **MOTION CARRIED UNANIMOUSLY**

III. Approve/Modify Minutes of May 31, 2018.

Motion made by Supervisor Ballard, seconded by Supervisor Lefebvre to approve. Vote taken. **MOTION CARRIED UNANIMOUSLY**

Comments from the Public – None.

1. Review Minutes of:

- a. Neville Public Museum Governing Board (June 11, 2018).

Motion made by Supervisor Ballard, seconded by Supervisor Landwehr to receive and place on file. Vote taken. **MOTION CARRIED UNANIMOUSLY**

Communications

2. Communication from Supervisor Lefebvre: To consider a pay raise for Seasonal Trail Rangers. *Referred from June County Board.*

Supervisor Lefebvre said she put this communication in in response to a letter from an employee. She said she was surprised to learn of the salary for the seasonal staff, especially compared to the duties they have. Chair Van Dyck said it was known that there are issues with this and asked Assistant Park Director Matt Kriese for his comments.

Kriese said they do struggle to get seasonal staff and other departments struggle as well. This is something that needs to be addressed and he has been talking with administration about it. A salary summary was submitted a few weeks ago with potential changes to bump the wages up to \$12.00 for lead seasonal positions and to put summer positions at the \$10 range. He noted they are currently short seasonal staff which is affecting the operations and maintenance in the parks.

Lefebvre would like to see this referred back to staff and for seasonal wages to be looked at for all departments. Kriese shared comparisons from the Wisconsin Park and Rec Association for seasonal maintenance workers which shows the median price in year one is \$10.00; year two - \$10.25; year three - \$10.57; year four - \$10.80 and year five - \$11.00 and noted that Brown County is really not that far off those numbers.

Motion made by Supervisor Lefebvre to refer to staff. *No second; no vote taken.*

Supervisor Ballard asked if hours are also an issue because he had heard some seasonal workers did not like working only a few hours at a time and that was more of an issue than the pay. Kriese said that would not be accurate; seasonal workers work 40 hours a week and the hours are varied depending on where they are working. They also work every other weekend at a minimum.

Zoo and Park Director Neil Anderson said he also experiences difficulty finding seasonal staff. It is not the summer jobs; he does not have a hard time filling those. The problem is filling the seasonal positions which work April through October. He only gets a handful of applications for those jobs, but he gets many applications for summer jobs. He does not know if raising the rate will matter as the tough part is getting staff to work for the entire season.

Golf Course Superintendent Scott Anthes agreed that it is not summer help they have a problem finding; it is the seasonal staff. He noted he had to hire more summer help to offset the lack of seasonal help which is going to leave him short staffed in the fall.

Ballard asked if there would be a way to offer some incentives to seasonal staff such as a few rounds of golf each week or a few zoo passes. He understands that may create some equitability issues with other staff.

Anthes noted that employment laws have changed too. With seasonal staff, they could just tell unemployment they were returning to their jobs in the spring and they let them be, but now, they only have eight weeks off before they have to look for a new job. He has had to bring some employees back earlier than normal just to keep them.

Lefebvre suggested Anthes, Kriese, Anderson and anyone else this affects sit down together and try to come up with a proposal that will work. Kriese indicated he had also talked to a staffing agency about getting some employees, but noted that that would be more expensive because they have to pay them \$15.00 an hour and the staffing agency could not find workers either. He said this is wage driven, but it is also a result of where the unemployment is in the state and it is only going to get worse. Full time employees are expensive, so we are going to have to look outside the box. Anthes added that other area golf courses are struggling as well; it is not just Brown County.

With regard to thinking outside the box, Supervisor Tran informed that she had recently taken a tour of the jail and found it disheartening to see so many inmates sitting idly and asked if there would be any way those inmates that are non-violent, low level offenders could work in the parks and at the zoo. Kriese informed that they have tried that in the past, however, it did not work out very well because there is no supervisor to send out with the inmates and further, the inmates often do not have the appropriate equipment such as boots and gloves. There have been other problems as well using Brown County inmates and often parks are not a good place for some of these inmates to be. What we would need to look at in Brown County would be a supervised program that could be available to all departments. Van Dyck suggested Tran put in a communication to the Public Safety Committee to talk about this further. Kriese agreed with Tran in that there are probably a number of inmates who could be out working instead of sitting idly, but it would have to be a supervised program.

Supervisor Suennen informed the Sanger B. Powers facility provides transportation to inmates to work in various locations. They currently have groups working at Ariens in Brillion and Cruisers in Pulaski. They do not offer any supervisor with these inmates, but it still may be worth checking into. Anderson said they used the Sanger B. Powers crew for a long time and it worked out great. However, they phased this out when Sanger B. Powers raised their rates and made it not feasible any longer.

Supervisor Landwehr felt that rather than looking at this for one department based on one letter, it should be addressed in the budget process for the entire County.

Amended motion made by Supervisor Lefebvre, seconded by Supervisor Landwehr to refer to staff to consider pay raises for seasonal employees for all departments in the 2019 budget. Vote taken. MOTION CARRIED UNANIMOUSLY

3. **Communication from Supervisor Erickson re: To keep the Veterans Memorial Monument located between the arena and Shopko Hall in the new building to be constructed on just outside the new building. The monument honoring veterans has stood for almost the life of the arena. *Referred from June County Board.***

Van Dyck indicated there are references in the MOU with regard to the veteran aspect and it was noted that the Ed and Rec Committee will have oversight of the veterans' recognition within the complex. There is also something in the MOU with regard to the external veterans' references. Van Dyck said he has a great deal of respect for veterans but putting too many limitations on that aspect of the project could leave us regretting some things and he suggested this be held for a month in case Supervisor Erickson would like to come to speak to it.

Motion made by Supervisor Landwehr, seconded by Supervisor Suennen to hold for one month. Vote taken. MOTION CARRIED UNANIMOUSLY

NEW Zoo

4. **Budget Status Financial Report for May 2018 – Unaudited.**

Anderson informed the May numbers look good and are better than last year's numbers. June numbers to date are also better this year than the past two years.

Motion made by Supervisor Ballard, seconded by Supervisor Lefebvre to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

5. **Zoo Director's Report and Zoo Monthly Activity Reports.**

Anderson informed they will be removing the eye of the male snow leopard soon. His sight is very, very limited, but he knows his way around the exhibit and is otherwise doing well, despite being quite old. He also noted that the female snow leopard is 18 years old. The typical life span is 15 – 18 years, but she is doing well. The cost of the surgery is probably going to be in the area of \$2,000 - \$3,000 and is a big procedure, but having the hospital right at the Zoo will make the procedure easier on the animal.

Anderson also said the new prairie dog exhibit has been very popular and is doing great. There are little ones running around which the people really like. The behind the scenes programs are also doing well. He would like to have the next Ed and Rec meeting at the Zoo as the lion training wall will be done and they can do a demonstration with the male lion. Anderson continued that the volunteer appreciation banquet was held recently and the turnout for that was very good. He also talked about the painting program he described last month. They have raised over \$7,100 with the program already and each session has been sold out. The next two sessions will feature the giraffes, and both are already sold out. They are also looking at having a breakfast event with the penguins in July which should also go over pretty well.

Anderson talked about various ways they keep the animals safe and conformable in the summer heat. Each animal has their own way of dealing with the heat; some like water and sprinklers, some like fans in their exhibits, some like eating frozen treats and bloodsicles. The zookeepers keep on top of this to be sure the animals are comfortable.

Anderson also provided the Committee with a copy of the Annual Report, a copy of which is attached. He concluded by saying that Feast with the Beats will be held on Monday, August 6 from 6:00 – 8:00 pm. This fundraiser for the N.E.W. Zoological Society has been taking place for a number of years and has been very successful.

Ballard asked for an update at the next meeting on the master planning process.

Tran suggested when new landscaping is added at the Zoo, that some fragrant flowers such as lilacs be included to help cover the smell of the animals.

**Motion made by Supervisor Ballard, seconded by Supervisor Lefebvre to receive and place on file. Vote taken.
MOTION CARRIED UNANIMOUSLY**

Golf Course

6. Budget Status Financial Report for May 2018 – Unaudited.

**Motion made by Supervisor Ballard, seconded by Supervisor Suennen to receive and place on file. Vote taken.
MOTION CARRIED UNANIMOUSLY**

7. Superintendent's Report.

Anthes explained the financial report in the agenda packet comes directly from the POS system. The numbers do not include taxes, gift cards and some other things so the numbers are not the same as those on the budget status financial report.

For the month of May, rounds were up over last year by about 300 which is good, given the very late start to the season. The numbers are still slightly down compared to 2016 but Anthes said the numbers are likely skewed due to the annual pass income that typically comes in in April, but did not come in until May this year. As far as total revenue, the golf course is about \$13,000 less than last year, but if things keep going the way they are, he felt they will slowly catch up. In addition, carts are doing very well due to the hot weather.

Anthes highlighted a few things including how much the ladies are liking the new tees that were opened in May. He thanked the Committee for supporting that and indicated he received a text from the golf pro who said there are a lot more ladies golfing now. He is also seeing a lot more seniors playing the gold tees as well. Overall the golf course is in good shape and has been busy.

Landwehr referenced the pond project done a few years ago and asked if there had been any thought of having the pond treated or anything like that because it seems to be more stagnant and growing more algae. Anthes said they do spray the pond to get rid of the algae, but because they are so busy they have not been able to do it yet. He also said the ponds really need to be dredged; they are only about two feet deep. Landwehr suggested having the Highway Department come in and pump out the pond and then excavate it to a decent depth. Anthes said it does not need to be pumped out because it is controlled by a dam. They do drain the pond in the winter and they have had an excavating company come out, but they sank because it was not frozen enough. Anthes would like the depth to be about 15 feet. He said there was some money donated to the golf course in 2011 that is technically earmarked in the fund, but since there is a negative fund balance they cannot use it. He is working with accounting to find a way to use those funds and his goal is to have the ponds dredged with the money and add a fountain. Lefebvre asked if aerators would be a more cost-effective alternative and Anthes responded that they do have aerators currently, but they do not work.

As far as maintenance is concerned, Anthes said they are doing a lot of hand watering with the heat. They do have an elaborate irrigation system, but the problem is there is a lot of overlap so the centers get completely soaked, but the edges stay drier so they have been hand watering those areas. He does not like running the irrigation system on the greens in the heat because if it gets too wet, the grass bakes so he prefers to water by hand.

Anthes also talked about the irrigation controllers and the issues they are having with the wires and components with them being so old. They are over 20 years old and the system fully depreciated last year. The system will be upgraded in the 2020 budget and they will be going out for bids to see who can offer the

best price. The greens, tees, approaches and some of the perimeters are all individually controlled, but the fairways are doubled up. This was done in the past because controllers were not big enough to do a lot of single head controls. Now controllers can handle more stations than they could before. When the current system was put in, they wired each head separately at the controller so when they get new controllers, they can just get bigger stations which will be a bonus.

Anthes concluded by indicating they have a number of outings coming up, including the Wisconsin PGA Junior Tour on July 23.

Motion made by Supervisor Landwehr, seconded by Supervisor Ballard to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Museum

8. Budget Status Financial Report for May 2018 – Unaudited

Museum Director Beth Lemke said May was a little slower than normal, but nothing out of the historical realm.

Motion made by Supervisor Lefebvre, seconded by Supervisor Ballard to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

9. Director's Report.

Lemke talked about the Ferdinand the Bull sculpture which has now been installed in front of the Museum. There is more information on this sculpture in her Director's Report in the agenda packet. She also talked about the Flavors of Wisconsin exhibit done by the Wisconsin Historical Society. The exhibit has a vast photograph collection; however, they did not have images that completely represent the state. The Neville was able to provide photographs related to chicken booyah and Larsen Canning to be used in the exhibit and Lemke was happy to be able to help the Historical Society out as she likes to focus on collaboration and partnerships, both locally and state-wide.

Lemke continued that since the last meeting they had an on-site visit by Blue Waters Studios who has the contract for the core gallery renovation. Blue Waters was at the Museum most of the day and they spent a lot of time in the gallery looking at options and what the demolition plan will look like. They are looking at doing the renovation in the appropriate amount of time so as not to close the gallery as long as originally forecasted. It was a very good on-site presentation.

There are three exhibits that will be opened yet this year. Two are internal content driven. For Bees and Delay of Game the interpretive scripts have been entirely written by staff. The labels for Bees will be printed in-house and the labels for Delay of Game will be sent out for printing right after the Fourth of July. This will allow the art curator and graphic designer to circle back around and finish up some of the interpretative plan pieces that Blue Waters needs. They will be shifting between multiple projects and balancing the parts and pieces at the same time Blue Water is working on the demolition schedule which will then dictate how they start tackling movement of projects.

Lemke concluded that she is happy with June numbers to date and finds that when it is hot outside, the Museum numbers tend to go up as people are looking for a cool place.

Motion made by Supervisor Ballard, seconded by Supervisor Landwehr to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Library

10. Update regarding Executive Director Search.

Van Dyck informed the search for an Executive Director is proceeding on schedule. They have received a handful of applications, although the deadline is not until mid-July and typically, most applications come in around that time. It is anticipated that interviews will start towards the end of July and go into August and they hope to have someone hired by mid-August.

No action taken.

11. Update regarding East Branch Location.

Van Dyck said the Library Board has been working with Green Bay Public Schools with regard to possible collaboration for a library branch to be tied in with one of the schools. There were high hopes of being able to pull this off, but now there appears to be a hurdle that may not be crossable. Because sex offenders are not allowed within a certain distance of schools, if a library were to be placed on a school property, a conflict would be created between the sex offender rules and the guidelines of the library which say they cannot discriminate and have to allow everybody in. The Department of Public Instruction and County Executive Troy Streckenbach as well as Corporation Counsel have been going back and forth on this but it does not look like the DPI is backing down. This could subject the County to potential lawsuits as well as loss of funding. The other issue that is going to come up and will probably affect the Denmark branch is that a lot of schools are going to a check system where licenses have to be scanned before entering the building so a quick background check can be run. If this is implemented by Denmark, the Library Board feels there may be an issue continuing to provide library services at that location because anyone coming into the school for the library would have to submit their license which could restrict access to the library system. It is anticipated that Denmark will be implementing this system and therefore it appears that there may be an issue with that branch. The next Library Board meeting is in July and Van Dyck anticipates going back to the drawing board with regard to the East Branch to see what other options exist.

No action taken.

12. Library Report/Director's Report.

Motion made by Supervisor Ballard, seconded by Supervisor Landwehr to receive and place on file. Vote taken. **MOTION CARRIED UNANIMOUSLY**

Parks Department

13. Budget Status Financial Report for May 2018 – Unaudited.

Assistant Park Director Matt Kriese said the budget is where it should be for this time of year. Public charges at the end of May are at 46%.

Motion made by Supervisor Ballard, seconded by Supervisor Landwehr to receive and place on file. Vote taken. **MOTION CARRIED UNANIMOUSLY**

14. Budget Adjustment Request (18-79): Reallocation of more than 10% of the funds original appropriated between any of the levels of appropriation.

This budget adjustment is for the partial use of the \$15,000 that was approved by the County Board during the 2018 budget process for Parks Friends Groups outlay contributions. This contribution to the Friends Group will be for the painting of the Fairgrounds buildings. The County is going to put \$10,000 towards the painting project and the Fair Board is putting forward \$10,000 for the project as well.

Motion made by Supervisor Ballard, seconded by Supervisor Suennen to approve. Vote taken. **MOTION CARRIED UNANIMOUSLY**

15. May 2018 Field Staff Reports.

Motion made by Supervisor Ballard, seconded by Supervisor Lefebvre to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

16. Discussion re: Fairgrounds Strategic and Master Plan – Standing Item.

Kriese informed that the market feasibility study is done and a meeting was held last week which was attended by most of the interested players. It was a good meeting and it was good to have data to review. One of the proposals was to have a large scale expo-type building and then maintain the rest of the grounds the way they are and also have recreation along the riverfront. Stone Planning is going to put financials to this and they will meet again in July. The other idea was to have a 40,000 square foot indoor space and a 40,000 square foot open air space and then an RV type park in the infield with recreation along the riverfront. Stone will also put financials to this idea which will also be discussed at the next meeting of the group.

Landwehr said at the meeting it was basically indicated that we will be losing money on this and we need to realize the need for urban camping and trying to utilize the riverfront. Kriese said that fairgrounds tend to lose money and if we are looking at two large buildings, \$6 million dollars may not be enough. The financials will determine the direction we go with this.

No action taken.

17. Update regarding Maintenance Projects at the Fairgrounds.

Van Dyck said the budget adjustment approved above takes care of this. Kriese said there is one building that was not addressed in the plan and that is the building that leaks where the County assets are. This building was taken out of the plan and will still need to be addressed at some point.

No action taken.

18. Resolution to Approve and Accept the Donation of a .772 acre parcel of land within the Village of Howard Adjacent to the Barkhausen Waterfowl Preserve.

Kriese provided a handout showing the parcel which is the subject of this resolution, a copy of which is attached. He informed there have been communications with this landowner for multiple years. The parcel is wetlands and is undevelopable, but it is right next to the southern trailhead where the parking lot is so it makes a lot of sense to have this parcel. In return for the donation, Parks will provide a memorial bench honoring the family.

Motion made by Supervisor Landwehr, seconded by Supervisor Ballard to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

19. Assistant Director's Report.

Kriese reported on a number of things.

-Northern black widow spiders were found recently at Bay Shore Park. These spiders are common in the area and although they are venomous, they are not out to get people. They typically play dead when they come in contact with humans. In the best interest of protecting the citizens that use the facility, an exterminator will now be providing monthly treatments to help keep the spiders away.

-A bear was spotted recently on the Mountain Bay Trail in the Pulaski area.

-A 6S lean event was held recently at the shop at Bay Shore. It was a good team project and the shop looks great.

-They are looking at adding additional horse trails at Neshota Park in conjunction with the Friends group. The park is being remapped and once that is done they will get together to draw the horse trails. The Friends group also completed the playground project at the Neshota and there have been a lot of positive compliments on it.

-The Winnebago prison crew is currently doing work at Way-Morr Park. The Parks Business Manager will be talking to youth sports leagues and athletic directors in the area to see how to use the old tennis court area in that park.

-There are major culvert repairs going on along the Fox River Trail which is resulting in closure of a .6 mile section in the area of Duester to School Road and there will also be a day long closure from Lazarre to 172 after the Fourth of July.

-Staff has been working on the gates at the dog park.

Kriese concluded that he recently attended a Regional State Trail meeting and said the Brown County State Trails are the talk of the state and everything is compared to Brown County and the maintenance and upkeep of them. It is neat to know what a gem we have right in our backyard. The state trail pass partnership is increasing and Bay Care has now purchased passes for their employees which helps make the trails a self-sufficient operation.

Landwehr brought up initiatives discussed in the past regarding enforcing that people have trail passes when using the trail. Kriese said he left that in the hands of the park security officer who does do enforcement and checks trail passes, but they do not typically write tickets. The main focus right now of the park security officer is to be sure things are going okay at Fonferek's Glen. Once things are under control there, the security officer will be spending more time on the trails and writing violations. If someone is stopped without a trail pass, they would be required to purchase an annual pass and also pay a \$10 violation fee. Landwehr said he would be willing to spend time out on the trail with the security officer to survey the users.

Motion made by Supervisor Ballard, seconded by Supervisor Suennen to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Other

20. **Audit of bills.**

Motion made by Supervisor Lefebvre, seconded by Supervisor Ballard to pay the bills. Vote taken. MOTION CARRIED UNANIMOUSLY

21. **Such other matters as authorized by law.**

It was noted that the next meeting will be held at the Zoo.

22. **Adjourn.**

Motion made by Supervisor Ballard, seconded by Supervisor Suennen to adjourn at 7:00 pm. Vote taken. MOTION CARRIED UNANIMOUSLY

Respectfully submitted,

Therese Giannunzio
Administrative Specialist



NEW ZOOLOGICAL
SOCIETY, INC.

ACCREDITED BY THE
ASSOCIATION
OF ZOOS
& AQUARIUMS

2017 | Annual Report

Design by Hilary Sumnicht, Cover photo by Cassie Popovich





2017 Proved to be a great year at the N.E.W. Zoological Society, Inc and the NEW Zoo.

Animal Hospital - The new Animal Hospital is up, running, and working great. We were able to pay down a large chunk of the debt on the new building in 2017. The Society is in a great financial position, with finishing off the payments over the next 4 years. Thanks to Denmark State Bank for all of their support in making this project a reality.

Great Plains Exhibit - We were able to complete and dedicate the new "Great Plains Exhibit" on August 30, 2017. It's a new "interactive" exhibit that changes how animals are viewed. Visitors crawl through underground tubes; pop their heads up into a clear plastic viewing area to see the creators in their natural habitat.

The Badger and Prairie Dogs are digging holes like they're going out of style and love their new environment. Thanks to Zeise Construction for all their help and keeping the project on budget.

Feasts with the Beasts - Our 2017 Feasts with the Beasts was a huge success once again. We sold out for the fourth year in a row. Approximately 1200 people came to enjoy the night and sample food from 45 local restaurants and vendors. The weather was perfect and the food was even better.

We were able to raise over \$63,000 that night, which was our most ever! Thank you to our many sponsors, event goers, and volunteers. A huge thank you goes out to our partner, the Wisconsin Restaurant Association; what a great night to be part of for both our organizations.

Give Big Green Bay - We were proud to have been selected to the first ever "Give Big Green Bay". We were one of 30 selected non-profits to participate in the event. The event took place in February of 2018, but I wanted to note it in the 2017 Annual Report, being most of the ground work took place then. We were able to raise over \$27,000 between private donations and the Green Bay Packers Give Back Foundation. What a great event that the Greater Green Bay Community Foundation put together for the community and hopefully we can participate again next year.

Skunks are Beautiful Cribbage Tournament - The 5th annual "Skunks are Beautiful" Cribbage Tournament, yet again turned out to be a lot of fun for a great cause. We had 54 teams participate at Gather on Broadway for our first off site tournament. The venue proved to be a much better fit for our event. We had great food, a good sound system, and many happy cribbage players. The event raised over \$6800 for our society.

– Steve Bieda



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ACCREDITED BY THE
**ASSOCIATION
OF ZOOS &
AQUARIUMS**

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Hard to believe it is 2018 already and 2017 has passed. The NEW Zoo finished the year with an attendance number of 223,782 which was slightly down from the 2016 annual attendance of 223,877. The Zoo also remained self-funded and ended the year in great financial shape. That is a tremendous accomplishment being that it is 1 of only 8 of the 230 Association of Zoos and Aquariums (AZA) accredited zoos & aquariums in 47 states that are currently self-funded (receiving no tax support) and the only one that does not have operational support from an endowment fund. Most zoos are about 60% self-funded. We continue to build on our current business model working towards a sustainable zoo business model while providing the frequent zoo visitors with new experiences from year to year.

The NEW Zoo received the prestigious AZA accreditation in September 2017. Accreditation is the "gold standard" of our industry. There are over 2,800 wildlife exhibitors in the country and only 230 have received AZA Accreditation. AZA accreditation ensures that the animals you visit at accredited zoos and aquariums receive excellent care every day. Visitors should be proud to know that this organization has met mandatory, rigorous, professional standards for animal welfare and management, veterinary care, behavioral enrichment, nutrition and staff training. We could not have achieved this high honor without your support! Additionally, the NEW Zoo also received Trip Advisors Certificate of Excellence for the 6th year in a row for 2017 which is based on ratings given by guests on Trip Advisor.

We have included in each section of this annual report the many accomplishments of our NEW Zoo staff, N.E.W. Zoological Society, and all the volunteer efforts which, without each other, we could not provide our community with an accredited zoo. I especially want to thank the volunteers that have given so much of their time and talents in all areas of the zoo each and every year. Their efforts result in our success on so many levels. Congratulations to all their efforts and accomplishments that are highlighted in the 2017 annual report!

The N.E.W. Zoological Society is our support organization and their ongoing support and efforts are crucial towards the success of the zoo as well as connecting the community

with their zoo. The Zoo Society is continually raising funds for new capital improvements as well as helping out with operational support in some areas. Without a support organization, we would lack the connection to the fiscal support and fundraising opportunities within the community that we reside. It continues to serve as a great example of a successful public-private partnership which continues to improve your community zoo. The Zoo Society continued upgrades to the new Cornerstone Animal Hospital which included new and donated equipment as well as building furnishings and additional caging needs. A new Prairie Grassland exhibit was also completed and provided our visitors with a truly unique eye-to-eye encounter with our badger and prairie dogs. We couldn't have done it without great community support from our donors. A list of all our donors is included in the report and please thank them for making your NEW Zoo a community treasure built on community support!

I would also like to thank our governing authority Brown County government. The support from the County Executive and Brown County Board of Supervisors over the years has been wonderful. Support also from other areas of Brown County government and staff has been instrumental in the accomplishments of 2017. Zoos truly are a reflection of their community!

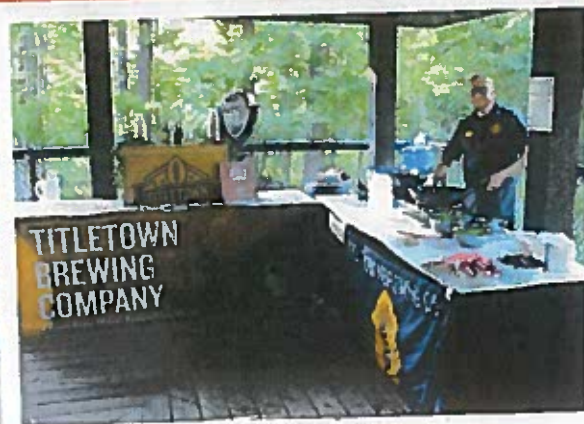
In closing I would like to thank you for your support and investment in your NEW Zoo. Remember, you have a self-funded AZA accredited zoo unlike any other and it is only through your support that we can continue to reflect your community pride. We are beginning to embark on following our new and exciting Strategic Masterplan that was unveiled in



January 2017. The Strategic Masterplan will guide zoo development as well as modernize new and existing exhibits into the future. The future looks bright and we can't wait to see you in 2018!

– Neil Anderson

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18th Annual "Feast with the Beasts" 2017

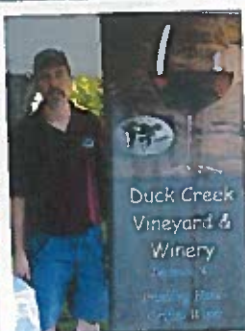
The N.E.W. Zoological Society, Inc. along with the Wisconsin Restaurant Association (WRA) hosted the 18th annual "Feast with the Beasts" event, presented by Capital Credit Union, on August 8th. The SOLD OUT event was a huge success! The weather was beautiful and our zoo animal friends were out and active. Thank you to all the wonderful volunteers, zoo staff, participating vendors, sponsors, & those that purchased a ticket. Proceeds from the event exceeded \$63,000.00 and will go to support the missions of the N.E.W. Zoological Society & the WRA-Green Bay Chapter. Hope to see you in the coming year!!

Thank you 2017 Food, Beverage, & Music Participants!

1951 West, 95.9 KISS FM, 104.9 NASH, Caliente, Culver's, Dean Distributing, Dunkin Donuts, Four Way Bar & Restaurant, General Beverage, Grazies, Green Bay Distillery, Hagemeister Park, HuHot Mongolian Grill, Kay Distributing, Legends, La Java, Los Banditos, Meijer Foods, The Marq, Mustard Seed Cafe, Machinaws, Heartland Pizza, Noodles & Company, Olsen's Piggly Wiggly, Pepsi, Sam & Louie's Pizza, St. Brendan's Inn, Subway, T.Bacon's BBQ, Texas Roadhouse, The Oilerie, Titledown Brewing, The Bottle Room, Triangle Distributing, Tundra Lodge, Zesty's Frozen Custard

Thank you to our Wonderful Sponsors!

CAPITAL CREDIT UNION, MEIJER FOODS, FOX 11 NEWS, GREEN BAY PACKERS GIVE BACK, PDQ CAR WASH, KUEHN PRINTING, VICTORY SIGN, JONES SIGN, 95.9 KISS FM, DELEERS CONSTRUCTION, INC., BAYCARE CLINIC FOUNDATION, TREE HOUSE DESIGN*REINHART FOODSERVICE, HART DESIGN & MANUFACTURING, WINONA FOODS, ZEISE CONSTRUCTION, GREEN BAY EXPOSITION SERVICES, ADVANCED DISPOSAL, DEAN DISTRUBTING, NASH FM 104.9, SCHULTZ & WILLIAMS, CLR DESIGNS



5th Annual "Skunks are Beautiful" Cribbage Tournament

Our 5th annual "Skunks are Beautiful" Cribbage tournament was a huge success! The event was SOLD OUT days before the event. The new location "Gather on Broadway" was a huge success.

Thank you to our sponsors: Green Bay Packers Give Back, ... & Gather on Broadway



5



THE NEW ZOO

2018 FEAST WITH THE BEASTS

MONDAY AUG. 6

6-8 PM

rain or shine



hosted by:



**Enjoy FOOD & BEVERAGES
from local restaurants along with
LIVE MUSIC and animal guests**

TICKETS: \$35 or \$40 at the door

Tickets available at Denmark State Bank (Bellevue & Howard Branches), Los Banditos (East & West), 1951 West, Olsen's Piggly Wiggly and NEW Zoo Gift Shop. Or order online at www.NewZooSociety.org. Limited number available! Tickets are non-refundable.

Wine & Dine at our 19th Annual "Feast with the Beasts" Event, presented by Capital Credit Union.

This popular event, hosted by the N.E.W. Zoological Society and the Wisconsin Restaurant Association, will run from 6 until 8 p.m. Eat, drink, and mingle, while visiting with your favorite animal friends at the NEW Zoo. Tickets are \$35 in advance and \$40 at the door (if available). Tickets are limited and they go fast! (E-mail newzoosociety@gmail.com to join the sponsor team)

5



We could not do it without you!

Your generosity allows the NEW Zoo to continue offering excellent animal, education, and conservation programs, to provide an exemplary visitor experience, and to assure a clean and safe environment for our animal collection, staff, and guests from all over Wisconsin and the region. Our genuine thanks go to you, our faithful friends, who year after year support the NEW Zoo with your philanthropic donations, enabling us to make the wonders of wild life accessible to the entire community.

\$10,000.00 and Up

Bernie & Alyce Dahlin
Capital Credit Union
Jack & Engrid Meng
Red Oak Foundation
Ruth & William
Merkey Foundation
Schneider National Foundation
Schwartje Family Foundation
Village of Suamico
Wisconsin Public
Service Foundation

\$5,000.00 - \$9,999.00

Anonymous
Dr. Tracey Gilbert/
Gentle Vet Animal Hospital
Hart Design Foundation
Meijer Foods

\$2,500.00 - \$4,999.00

Anonymous
Green Bay Packers Foundation
Kosmoski Family/
KOS Management

\$1,000.00 - \$2,499.00

American Transmission Company
Anonymous
Associated Bank
Baycare Clinic Foundation
Deleers Construction
Dr. & Mrs. Thomas Mattio
Greater Green Bay
Community Foundation
PDQ
Pivot Rock Foundation
Sharon Graves
Steven & Erin Langolf

Winona Foods

Wochinske Family Foundation

Zeise Construction

\$500.00 - \$999.00

Anonymous
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CLR Design
Coppens, James
Gagnow, Randy
Greater Green Bay
Community Foundation
Kohl's Grant
Ruechel, Gregory
Ruetten, Victoria & Joel
Schultz & Williams
United Health Group Dollars
for Doers/Jerilyn Mackey
Watermolen, Jim & Jane

UP TO \$499

Anderson, Jim & Jane
Anonymous
Associated Bank
Baker, Stephanie
Brown, Brynn
Denissen, Rose
Esson, Rhoda
Gagnow, Randy
Gerbers, Cortney
Gray, Daniel & Martha
Griffin, Douglas
Hogan, Joan
Kendall, Joy
Kress, Will
Krist, Keith & Priscilla
Nenahlo, Steve/
American Family Insurance

5

Ring, Ruth
 Tillou, Dannie
 Trezise, MacKenzie
 Yankowski, Margie

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Advanced Disposal
 Cellcom
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 Gilbert, Dr. Tracey
 Jones Sign
 Kay Distributing
 Mau & Associates
 NWTC- Welding Department/
 Jon Russell
 Radtke, Melissa
 Radtke, Rita
 Rebecca's Sweets Boutique
 Reinhart Foods
 Sunnicht, Hilary
 Treehouse Design/Treena Schepp
 Triangle Distributing
 Vandervest Harley-Davidson
 Victory Sign
 Village of Suamico
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 "Feast with the Beasts" Event
 Green Bay Packers
 Organization/"Skunks are
 Beautiful" Cribbage Tournament
 Hart Design Foundation
 Jones Sign



Kay Distributing
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 Kuehn Printing
 Mau & Associates
 Meijer Foods
 PDQ Carwash
 Reinhart Foods
 TreeHouse Design/
 Treena Schepp
 Triangle Distributing
 Victory Sign
 Winona Foods
 Zeise Construction

BENCH PURCHASES

Donna Larson
 Donna Weid
 Elizabeth Warrens
 Julie Milquet
 Mary & Stephan Kidd

*Thank you for your
 support & friendship!*

SOCIETY FUNDRAISING ACCOMPLISHMENTS

- › Cornerstone Animal Hospital & Recovery Center Project
- › Great Plains Prairie Dog & Badger Exhibit
- › Hmielewski Family Automatic Door Project
- › K.C. & Georgia Stock "Georgia's Kitchen"
- › Education & Conservation Center
- › Snow Monkey Exhibit
- › Giraffe Exhibit
- › Aviary
- › K.C. Stock Safari Train
- › Endangered Species Carousel
- › Visitor Center
- › Lynx Exhibit
- › Tortoise Exhibit
- › Lion Exhibit
- › Otter Exhibit
- › Animal Care Facility
- › Penguin Exhibit
- › And more...



BRICK PROGRAM

Personalized bricks make great gifts for a birthday, wedding, anniversary, employee or boss appreciation, pet appreciation, remembering a loved one, or for the person who has everything. Purchasing a personalized brick will help the Society support our beautiful zoo and serve as a memorial for all to enjoy. Today all engraved bricks are placed in stainless steel frames, off the ground, at the entrances of our animal exhibits. The N.E.W. Zoological Society, Inc. relies on brick sales to help offset the costs of operating expenses.

MEMORIAL BENCHES PROGRAM

Raised-Arm Basalt Rock Bench – \$1800.00 (includes 20 letters engraved)

Hand crafted Basalt rock bench is designed of two natural rocks and a hand polished seat approximately 39" x 16" x 18".

Engraved lettering may be placed on the raised-arm or seat.



Granite Garden Bench – \$1400.00 (includes 20 letters engraved)

Hand-carved from natural stone bench has a polished seat with a natural rock face finish.

This bench measures 39" x 15" x 18" and the color options vary depending on availability. Engraved lettering will be showcased on the seat.



ENDOWMENT FUND PROGRAM

The Society established this fund to ensure that the growth and quality of the NEW Zoo will continue to expand well into the future. The earnings, invested through the combined efforts of local investment institutions, will be used as needed to support the mission of the Society.

WALL OF HONOR PROGRAM

LOCATED IN THE MAYAN RESTAURANT

Please consider supporting this program with your financial gifts, time, talent, materials, or supplies. We will acknowledge your gift of \$500 or more by placing a plaque, with your name, on this wall.

\$ AMOUNT	PLAQUE COLOR
\$500 - \$999	CRANBERRY
\$1000 - \$2499	CREAM
\$2500 - \$4999	BROWN
\$5000 - \$9999	GRAY
\$10000 - & up	BLACK

**Donors that give to specific exhibits/buildings may be recognized on an individual wall inside of that building.*



PET MEMORIAL GARDEN

A final resting place for your special companion...

Beautiful landscaped area available where pet owners can have pet cremains permanently buried. Set in nature, an alternative to storing cremains in tins or burying them at home. Memorial Garden natural river stone markers are available for purchase. The stones can be engraved with Pet's name, dates, or other brief message of commemoration.

PLANNED GIFTS

Please consult with your attorney or financial advisor regarding the following gifts to the N.E.W. Zoological Society, Inc:

- General Bequest
- Specific Bequest
- Residual Bequest
- Life Insurance

Please contact the N.E.W. Zoological Society, Inc. for more information about any of the programs offered @ (920) 434-6814.

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The NEW Zoo celebrated the grand opening of the Great Plains Prairie Dog & Badger Exhibit.

Construction was completed in August 2017. The exhibit accommodates up to 12 Prairie Dogs & 1 Badger. There are underground tubes for visitors to crawl through, pop their heads up into a clear plastic viewing area. Safely, they are able to meet some new furry friends face-to-face. Thank you to our Donors: Green Bay/Brown County Professional Football Stadium District, Lee & Kathy Anderson, Klimek Family Foundation, & Schwartje Family Foundation.



Cornerstone Animal Hospital & Recovery Center Project Update

Please consider making a donation to help us accomplish our goal!!

The FINAL phase is near of the Cornerstone Animal Hospital! The Society has raised over \$1.3M of the \$1.5 million goal in pledges, monetary and in-kind donations, and services. The Society will also be funding equipment upgrades to replace aging diagnostic and therapeutic equipment. This includes digital x-ray systems, endoscopy, dental equipment, monitoring devices for anesthesia, and laboratory equipment.



This project is designed to improve the quality of veterinary care for the animals at the Zoo and at the same time enhance the experience of the Zoo visitors. These changes are essential to meeting the high standards of care for the animal collection and maintaining AZA accreditation.





Rich Aicher
Kalee Anderson
Kathy Anderson
Lee Anderson
Alyssa Angeli
Sue Ascher
Stacy Balza
Nancy Barthel
Craig Basten
Terry Becker
Cali Belanger
LiliBeth Bero
Charley Bigler
Tim Bigler
Peggy Blank
Elizabeth Bomber
Jaden Borley
Kerri Borley
Mary Borley
Xavier Borley
Carol Bricker-Kegler

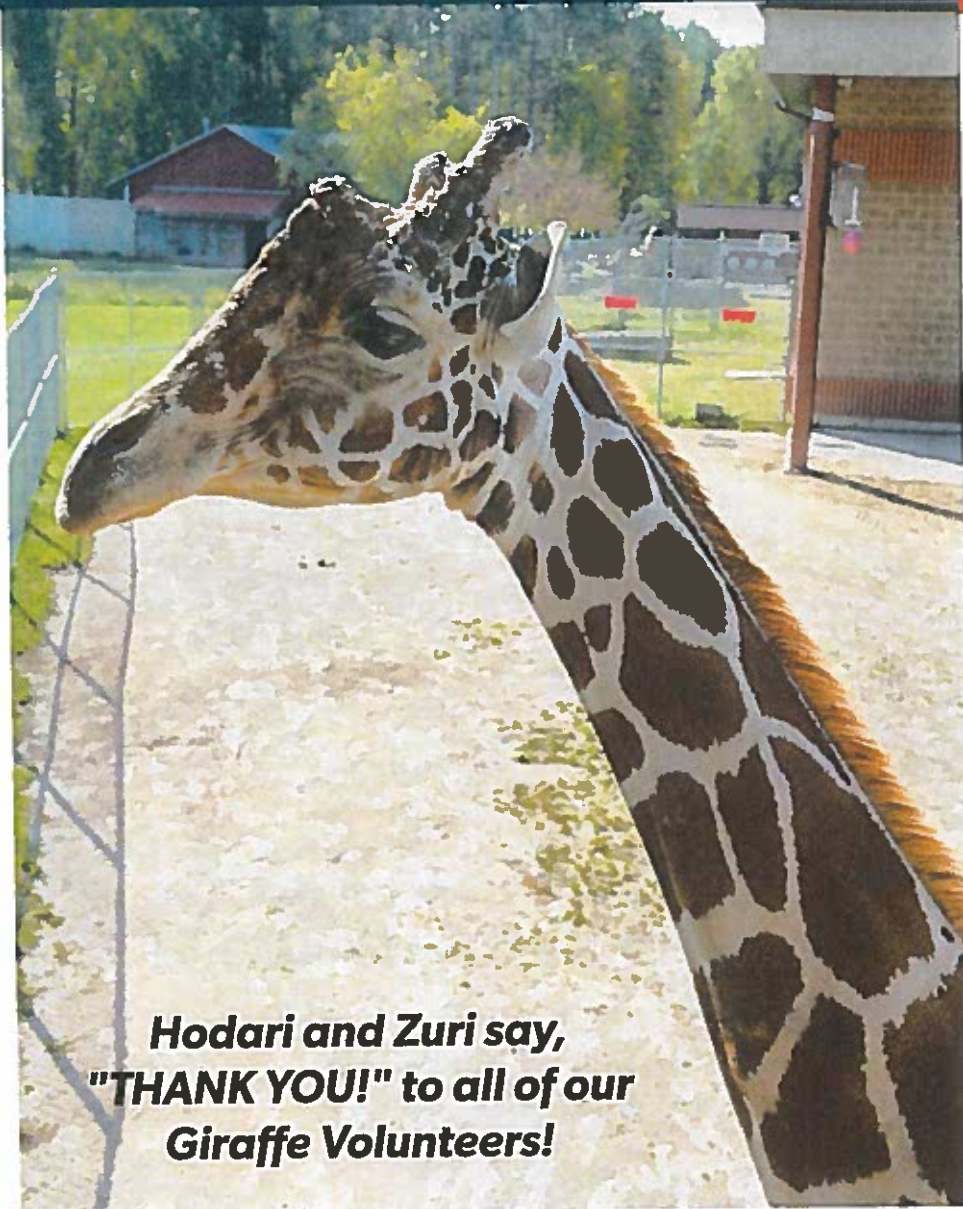
Julie Brown
Sebastian Brown
Josh Chamberlain
Alex DeGroot
Rich DeGroot
Tammi Dernbach
Dan Dery
Lauren Destiche
Phillip Deuchert
Carol Dill
Andrea Dobson
Charity Dorn
Ruthie Dorn
Sophia Dorn
Julia Drobeck
Amber Drier
Michelle Dufek
Michelle Eckert
Ashley Eucke
Jordan Farney
Mindy Farney

Tom Filter
Shelby Flaherty
Brian Fontaine
Christine Fossen
Linda Fowles
Byron Froelich
Erin Froelich
Karen Froelich
Kathleen Frost
Dan Fullerton
Amelia Gessner-Knepel
Abigail Goss
Natalie Grathen
Andriana Guazzone
Grace Gunville
Jamie Gunville
Lindsay Haen
Andrew Harris
Heather Harris
Scott Harris
Heather Harrison

Trinity Harvey
Brooke Hendricks
Stephanie Hermans
Cathy Hill
Mary Hille
Leonette Horsemanko
Scotlynn Host
Matt Hrubsky
Linda Immel
Gloria Jahnke
Debbie Johnson
Christina Johnson
Raymond Johnson
Peggy Jorns
Goretti Juarez
Dana Kinas
Greg Klimek
Maddie Konopinski
Carol Konshak
Elyse Kruse
Kailee Kryger

George Kubalak
Marilyn Kubalak
Carol Kyles
John Kyles
Tony LaBlanc
Lydia Larsson
Natalie Larsson
Jaime Laubenstein
Magnus Laubenstein
Dan Lauth
Sylvia Lauth
CJ Ledvina
Jesse Lee
Brianna LeFebre
Corey LesDaliphants
Nick Long
Nick Lorrigan
Terry Lorrigan
Jerilyn Mackey
Bonnie MacSwain
Jean Makreft

Dick Moe	Marsha St. Louis
Verna Molina	Cameron Steward
Bob Mommaerts	Chris Sustman
Natalie Neuwirth	Dick Sustman
Nancy Noles	Jill Sustman
Sam Okhuysen	Kelsey Tachick
Pat Orgeman	Julianne Taylor
Chantal Parks	Julie Taylor
Michael Pietraszek	Preston Taylor
Katie Platten	Dylan Van Camp
Cassie Popovich	Jessica Van Camp
Dan Przewrocki	Diane Van Der Linden
Kaye Raasch	Joe Van Sistine
Maddie Re	Jocelyn VanPay
Clare Reince	Emilie Voigt
Diana Rockhill	Evan Warren
Sue Rocheleau	Trever Warren
Jamie Romero	Jane Watermelon
Aaron Sannes	Joe Weber
Hannah Schwake	Carol Wellhouse
Karen Seas	Jennie Wertel
Laura Seas	Bruce Williams
Garth Seehawer	Melody Williams
Danielle Senger	Amanda Zahm
Sue Simenz	Ruthie Zahm
Josh Sinclair	Don Zunker
Karen Slattebo	Donna Zunker
Julia Soma	Owen Zunker



**Hodari and Zuri say,
"THANK YOU!" to all of our
Giraffe Volunteers!**



**PRINTING COMPLIMENTS OF
WISCONSIN PUBLIC SERVICE**



**2016: Volunteer of the Year
Award, awarded April 2017**

Chris and Dick Sustman

The Sustmans have been dedicated NEW Zoo volunteers for many years. Chris began volunteering at the Zoo during the summers with the gardening crew once the school year ended. Once both she and her husband, Dick, retired, Dick also decided to join the crew. As long as it's not raining, Dick and Chris are at the zoo for a full half-day four days a week. Over the years, they have taken on the responsibility of running the Horticulture Team and ensuring that the gardens of the zoo are well-maintained and beautiful. For many years, they oversaw the organization and planning for the zoo's annual plant sale, as well. Without their planning and hard-work, the zoo's grounds would not look as lovely as they do every year.

"We enjoy being outside during the summer. Gardening at the zoo provides us with outside-time and exercise. We find personal pleasure in looking back at a spruced-up flower bed. Many zoo patrons thank us as they pass by, which makes us feel appreciated."



Statement of Financial Position as of Dec. 31, 2017

ASSETS

Current Assets

Cash	\$ 137,303
Pledges Receivable, Net	\$ 13,000
Total Current Assets	\$ 150,303

Property and Equipment

Furniture and Equipment	12,289
Less: Accumulated Depreciation	-9,290
Net Property and Equipment	2,999

Other Assets

Investments	417,163
Pledges Receivable, Net	12,381
Total Other Assets	429,544

TOTAL ASSETS **\$ 582,846**

LIABILITIES AND NET ASSETS

Current Liabilities

Current Portion of Long-Term Debt	\$ 50,000
-----------------------------------	-----------

Long Term Liabilities

	228,096
--	---------

Total Liabilities	278,096
--------------------------	----------------

Net Assets

Unrestricted	160,648
Temporarily Restricted	144,102
Total Net Assets	304,750

TOTAL LIABILITIES AND NET ASSETS **582,846**

Schedule of Functional Expenses for the Year Ended Dec. 31, 2017

	Program Services	Management and General	Fundraising	Total
EXPENSES				
N.E.W. Zoo. Improvements	\$ 153,524	-	-	\$ 153,524
Plaques	-	-	525	525
Brick Expense	-	-	2,243	2,243
Membership Dues	875	-	-	875
Advertising	-	-	2,295	2,295
Postage	-	132	13	145
Printing	-	-	140	140
Office Supplies	-	3,394	142	3,536
Credit Card Fees	-	651	27	678
Professional Fees	-	8,453	-	8,453
Depreciation	-	1,100	-	1,100
Insurance	-	485	-	485
Outside Services	5,625	30,375	1,500	37,500
Telephone	-	241	10	251
Interest	12,130	-	-	12,130
Bad Debt Expense	-	1,500	-	1,500
TOTAL EXPENSES	\$ 172,154	\$ 46,331	\$ 6,895	\$ 225,380

Statement of Activities for the Year Ended Dec. 31, 2017

	Unrestricted	Temporarily Restricted	Total
REVENUE AND OTHER SUPPORT			
Contributions	\$ 48,234	\$ 119,509	\$ 167,743
Special Events, Net	33,226	-	33,226
In-kind Contributions – Special Event	4,500	-	4,500
In-kind Contributions – Program	14,350	-	14,350
Interest income	9	-	9
Net Assets Released from Restrictions	147,957	(147,957)	-
TOTAL SUPPORT AND REVENUE	248,276	24,448	219,828
EXPENSES			
Program Services	172,154	-	172,154
Management and General	46,331	-	46,331
Fundraising	6,895	-	6,895
Total Expenses	225,380	-	225,380
CHANGE IN NET ASSETS BEFORE GAINS ON INVESTMENTS	22,896	(28,448)	(5,552)
REALIZED AND UNREALIZED GAINS ON INVESTMENTS	51,834	-	51,834
CHANGE IN NET ASSETS	74,730	(28,448)	46,282
NET ASSETS – BEGINNING	-85,918	172,550	258,468
NET ASSETS – ENDING	160,548	144,102	304,750

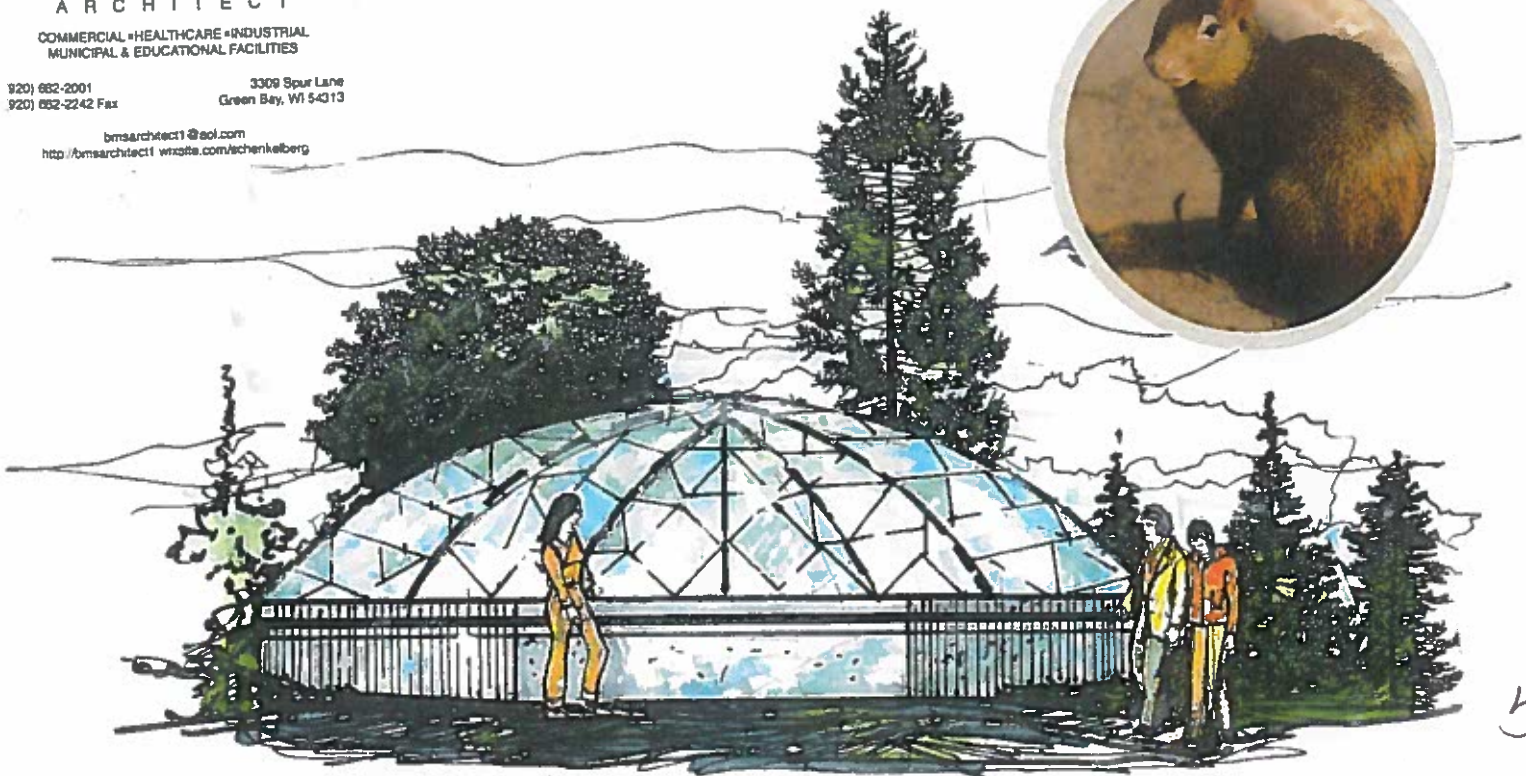
New Exhibit for 2018 - Red Rumped Agouti

BEN SCHENKELBERG
ARCHITECT

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http://bmsarchitect1.wisstate.com/schenkelberg



5

Patricia Jelen, Operations Manager
and Deena Coutley, Guest Services Coordinator

Operations & Guest Services Report:

We hosted a Job Fair in the first quarter of 2017 which filled every seasonal position we had open for the summer of 2017. With that, we were able to operate the train and endangered animal carousel more often than years before making kid's visits to the zoo even more enjoyable!

EggStravaganZoo brought several thousand people to the Zoo which was a HUGE success. Every guest who wore a Springtime Bonnet/Hat to the event received a special gift. It was a lovely day with some families showing off their

creative genius in the form of some of the most fun hats I have ever seen in my life!

We hosted a number of other special events in 2017: Mother's & Father's Day, Party for the Planet, North Shore Bank Zoo Boo and Brew at the Zoo & Wine, too. This was our second year for Brew at the Zoo - a fundraiser for conservation. We had 25 wine/beer tasting stations around the Zoo, a band, crazy games for adults and a silent auction. It was a smashing success with almost 700 people in attendance.



The people in Operations and Guest Services are happy to be able to be on the front line of serving our guests and look forward to a happy and lively 2018. Our motto: Work Hard and Have Fun! We hope to see you in 2018 and are grateful for your support.



Carmen Murach,
Curator of Animals

2017 Report:

We strive to ensure a high standard of Animal Welfare for the more than 200 animals residing at the Northeastern Wisconsin Zoo. Zookeepers are responsible for behavioral enrichment, feeding, cleaning, monitoring health status, implementing breeding

recommendations, animal introductions and all other facets of the daily care of the animal collection. Animal care staff works closely with contracted veterinarian Dr. Tracey Gilbert, DVM to ensure the good health of the Zoo animals.

In addition to overseeing the animals and animal care staff, the Curator is responsible for ensuring USDA compliance; maintaining wildlife permits, licenses and animal records; managing the Animal Department budget; serving as Institutional Representative for AZA business; developing all Animal Department policy, procedure, protocol and programs; and serving as chairperson for the NEW Zoo Animal Welfare Committee.

Zookeepers are dedicated to saving species through their work with many captive breeding conservation programs on site. They are also committed to conservation efforts beyond this facility. During 2017, staff members were able to travel throughout the country to participate in field conservation projects and AZA workshops, planning meetings and conferences.

Notable Animal Dept. achievements in 2017:

Collection

- New additions (births/transfers from other zoos) include: African penguin, river otter, red-rumped agouti, merlin, prairie dogs, African lion, red pandas, North American white pelican and several other animals.
- During 2017, we said goodbye to 2 elderly, long term zoo residents: 17 year old Issabella the boa constrictor, who had lived here since 2005, was humanly euthanized when she suffered age related spine fractures. Shambe, the African lion who arrived here as a 2 year old in 2007, was euthanized after a short but devastating illness.
- We sent several animals, including 2 young river otters and a blue duiker calf, off to new lives at other zoos where they will be able to have offspring of their own.

Animal Welfare

- Successful USDA inspection - no non-compliant issues found in 2017
- North American Badger and black-tailed prairie dogs took up residence in their fantastic new exhibit during 2017.

5

Barbara Basten

Memberships and Donations Report:

The memberships to the NEW Zoo have grown from 2,500 in 2016 to over 3,100 memberships at the end of 2017. The increase in memberships can be greatly attributed to the wonderful staff we have in our Guest Services. They make sure our visitors are aware of our membership program and what great benefits come with it. We introduced mobile membership cards in April of 2017 and it has gone over well. Mobile memberships are easy to use, reduce mail waste and can be downloaded almost as soon the membership is purchased. In 2017, the NEW Zoo had several monetary and in-kind donations. Donations that are restricted for animal care are always strong but this year we also received several in-kind donations for the animals as well as a new washer and dryer for the animal hospital. Overall, 2017 was a great year and we hope that 2018 is just as great.

Jerry Vincent & Wayne Netzel, Zoo Facility Maintenance,
Grounds and Housekeeping

Maintenance and Facilities Report:

The facilities department for the New Zoo consists of Jerry Vincent as Maintenance/Facilities lead and Wayne Netzel Grounds/Cleaning along with one seasonal housekeeper position from April through October and a handful of volunteers. Together we all work as a team to make sure the experience of our visitors is safe and satisfactory. As a team we take great pride in the cleanliness and safe operation of the zoo. Our goal each season is to help find and implement cost savings and green practices where we can, work closely with animal care staff to keep exhibits fresh and updated, participate in emergency drills to keep everyone safe and make sure all life support systems are tested and in working order.

The 2017 season presented many challenges for the facilities team. This year included AZA accreditation and inspection as well as FEMA emergency response training and certification. For the AZA accreditation, the maintenance team completed several painting projects, fence repairs and exhibit improvements both physical and aesthetic. We had a new water main line bored in near the cougar, fox and bear due to an underground water main break, a new furnace and a/c was installed in the snow monkey den and a new ventilation system was installed in the Visitor Center restrooms. The giraffe tamer/scale required new load sensors installed and new flooring was applied in the giraffe building for animal safety. We also installed new graphics and maps as well as upgraded the lighting in many exhibits to more energy friendly LED fixtures. The asphalt around the zoo was repaired and patched and a new portion was installed at the new prairie dog/badger exhibit that was built. We have a lot of plans for the 2018 season with several big upgrades and exciting changes around the zoo. We look forward to seeing you all again in 2018!

Angela Kawski-Kroening,
Education & Volunteer
Programs Coordinator

Education and Volunteer Report:



It feels like the Education & Volunteer Departments gets busier and busier every year! Our 2017 combined revenue from Education merchandise, as well as on-site programs, off-site programs, and birthday parties came to over \$58,000 (compared to over \$42,000 in 2016)! We're extremely proud of this accomplishment, considering we have only one full-time Zoo Educator. Almost \$20,000 of those dollars were earned through Birthday Party packages, which now all include an educational component. We're excited with how these parties have taken off, and also pleased to see positive reviews from our customers.

Another "big accomplishment" for my department in 2017 was the complete re-vamping of the NEW Zoo & Adventure Park website, newzoo.org. The site was entirely redesigned with the help of a

Web & Media Intern, at no cost to the Zoo (other than my time!). The new design is very mobile-friendly, with a modern look compared to the past design. We're also proud to maintain a growing social media following of over 40,000 dedicated fans. It's a lot of work to keep up with the online presence, but I know it's so worth it for our organization.

Finally, our dedicated crew of volunteers and interns allowed us to provide coverage for all zoo-wide special events. This is no minor feat, considering the Zoo Boo event alone required over 2,700 hours of volunteer service provided by over 575 individuals. In total, Zoo Volunteers and Interns provided over 13,000 recorded hours of service to our organization in 2017. I'm grateful to play a role in recruiting such dedicated individuals to help the NEW Zoo succeed.



**We
appreciate
your
support!**

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Anduzzi's
Barron's Books
Bay Area Diamond Company
Bayland Excavating
Breadsmith
Cat Care Clinic
Cheesecake Heaven
Chirps
Cumulus Broadcasting
Dance Fusion
Dean Distributing
Dog House
Doodle Pants
Face Painting by Lori
Festival Foods

Fiesta Toys
Gannett - Wisconsin Media
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Green Bay Scuba
Gregory Photography
Happy Joes
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Teske Orthodontics
Nature by God
Nielsen Communications
North Shore Bank
Olde World Pastries Plus
Pepsi of NE WI
Poppin' Z's

Quick Signs
Reunion Arts
RJ Parins
Sam & Louie's
School House
SkyZone
SMT Machine & Tool
Sweet Mimiz
Texas Roadhouse
The Gutter
The Woods
Townline Pub & Grill
Ty
Upcycling by Nancy
Village of Suamico
WLUK TV 11
Woodman's Market
WPS Foundation

2017 Research and Conservation Projects at the NEW Zoo

The NEW Zoo continued its commitment to research and conservation in 2017. Conservation and research projects included field work locally and across the nation, donations to international conservation projects, Species Survival Planning meetings and AZA SAFE (Saving Animals from Extinction) conservation programs. The list includes...

- › AZA Red Wolf Species Survival Program – Participation in the Master Plan for the species
- › AZA Black-Footed Ferret SSP - Black-Footed Ferret Recovery Program with the United States Fish and Wildlife Service (USFWS)
- › AZA SAFE - African Penguin
- › AZA SAFE - Black Rhinoceros
- › AZA SAFE - Gorilla
- › AZA SAFE - Sea Turtle Program
- › AZA SAFE - Sharks
- › AZA SAFE - Vaquita program
- › AZA SAFE - Whooping Crane
- › Sturgeon Guard Wisconsin DNR Program
- › Iowa Trumpeter Swan Restoration Program
- › Giraffe Conservation Foundation (GFC)
- › Jane Goodall's Roots and Shoots
- › FrogWatch USA
- › Seafood Watch

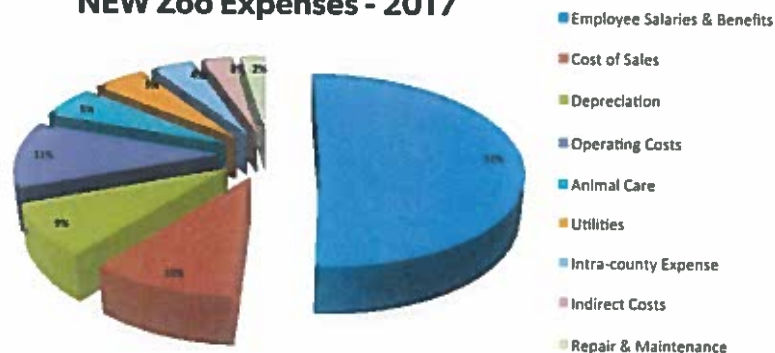


Adventure Park Report:

The Adventure Park had another safe and successful season in 2017 putting approximately 15,000 people through the adventure experience. The Adventure Park added 3 permanent slack lines, increased the bike rental business, increased the number of annual memberships and facilitated over 75 youth and corporate experiential education programs. Another major project that was accomplished in 2017 was updating all trail maps and signage throughout the Reforestation Camp. Changes in 2018 will bring in some new adventures at the Adventure Park.



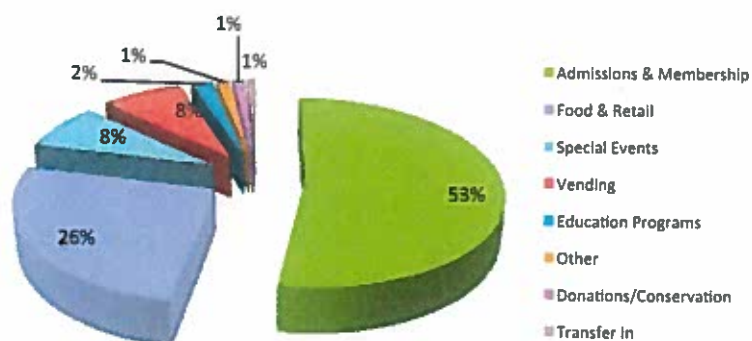
NEW Zoo Expenses - 2017



NEW ZOO EXPENSES – 2017

Employee Salaries & Benefits	\$ 1,117,891
Cost of Sales	\$ 215,405
Depreciation	\$ 188,659
Operating Costs	\$ 240,731
Animal Care	\$ 118,786
Utilities	\$ 107,820
Intra-county Expense	\$ 88,918
Indirect Costs	\$ 65,679
Repair & Maintenance	\$ 53,792
Total	\$ 2,199,698

NEW Zoo Revenue - 2017



NEW ZOO REVENUE – 2017

Admissions & Membership	\$ 1,093,418
Food & Retail	\$ 540,324
Special Events	\$ 172,162
Vending	\$ 165,262
Education Programs	\$ 41,769
Other	\$ 27,324
Donations/Conservation	\$ 24,321
Transfer In	\$ 16,272
Total	\$ 2,082,869

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IN GRATITUDE FOR YOUR SERVICE 2014-2018

The N.E.W. Zoological Society gives a BIG thank you to Steve Bieda for his leadership as president of the Society.

Many accomplishments took place during his tenure and will be recognized as milestones for years to come. The Society as a 501©3 corporation, is the fund raising arm of the N.E.W. Zoo. Zoo director, Neil Anderson, has referred to the Society as the Zoo's best friend.

Steve's leadership has brought our biggest fund raising event, Feast with the Beasts, to new levels; working closely with the local chapter of the Wisconsin Restaurant Associations. It was his idea to start "Skunks are Beautiful"; a fast growing, fund raising, cribbage tournament. Working with his wife Chris and daughter, Marissa, he's done upgrades to the office with new technology and has made it possible for zoo patrons to purchase Feast with the Beast's tickets online. This event has been sold out for the past 3 years.



Our new Cornerstone Animal Hospital & Recovery Center, with an estimated cost of 1.5 million, continues under his watchful eye and with the appreciation of Zoo staff. The new hospital includes a surgery area, laboratory, secure medicine area, holding area, and office space. The old hospital building is now 100% diet kitchen. This building now has observation windows and information boards concerning nutrition information.

Steve appeared before the Brown County Professional Football Stadium District Committee and secured \$60,000 to refurbish the Prairie Grassland exhibit. Visitors can now enter see-through tunnels and interact with the badger and prairie dogs.

The Society is appreciative & thankful for Steve's energy level and commitment. He is an example of leaders being ordinary people, with extraordinary determination. The Zoological Society Board & TAC Board appreciates his hard work.



Barry W. Glick

J. R. Schell

John Dan

Craig K. K.

George C. Wallace

Jason R. Rotoff

Conrad Hickman

[Signature]

Ben F. F.

David F. Gamsch

Steve S. S.

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**N.E.W. ZOOLOGICAL
SOCIETY, INC.**

P.O. Box 12647, Green Bay, WI 54307-2647



**N.E.W. ZOOLOGICAL
SOCIETY, INC.**

A gift of any amount will be greatly appreciated. Your donation will help the N.E.W. Zoological Society Inc., a 501 (c) 3 non-profit organization, continue its mission of supporting our beautiful NEW Zoo.

I would like to donate ____ \$25.00 ____ \$50.00 ____ \$100.00
____ \$500.00 receive recognition on the Wall of Honor-Cranberry
____ \$1,000.00 receive recognition on the Wall of Honor-Cream
____ \$2,500.00 receive recognition on the Wall of Honor-Brown
____ \$5,000.00 receive recognition on the Wall of Honor-Gray
____ \$10,000.00 receive recognition on the Major Wall of Honor-Black
____ Other

Enclosed is my check for \$_____ payable to the N.E.W. Zoological Society, Inc.

Name of Donor _____ Address _____

City _____ State _____ Zip _____ Phone _____

I prefer you bill my ____ Visa ____ MasterCard Account Number _____ Exp. Date _____

Signature _____ Date _____

Please fill out card and remit with payment to
N.E.W. Zoological Society, Inc., P.O. Box 12647, Green Bay, WI 54307-2647

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Part of Brown County Wisconsin



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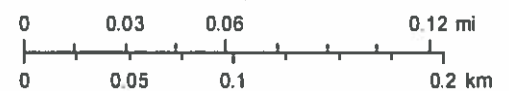
TaxParcel

 TaxParcel☐ Condominium☐ Undetermined

 Gap; Overlap

 Hydrography

 **Right of Way**



Brown County
Brown County WI